

Message Text

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PAGE 01 PANAMA 03205 021530Z

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E.O. 11652: N/A

TAGS: EAIR, BEXP, PN, MX

SUBJECT: CIVAIR - PROMOTIONAL TOUR, SIKORSKY S-58 T HELICOPTER

REF: STATE 120847

1. SIKORSKY FILM AND NARRATIVE PRESENTATIONS AND PRECEDING CARGO AND PASSENGER DEMONSTRATION FLIGHTS WERE EFFECTIVE AND RECEIVED VERY WELL IN PANAMA. PROMOTIONAL CANNOT BE TERMED FULL SUCCESS, HOWEVER, DUE TO LIMITED OVERALL ATTENDANCE, ABSENCE OF KEY DECISION-MAKERS, DELAYS IN SCHEDULING, REFUELING DELAY ON MORNING OF PRESENTATION AND NO SALES RESULTS.

2. POSTPONEMENTS, ESPECIALLY ONE FOLLOWING DISTRIBUTION OF INVITATIONS, COMBINED WITH UNENTHUSIASTIC PROMOTION AND FOLLOW-UP BY LOCAL AGENT CONTRIBUTED TO POOR ATTENDANCE. PERHAPS THE FACT THAT BELL EQUIPMENT STRONGLY ENTRENCHED HERE WAS OVERRIDING FACTOR. ONLY PANAMA AIR FORCE PERSONNEL PRESENT WERE FROM LOWER OFFICER AND ENLISTED RAKS. INVITEES WERE REQUIRED TO WAIT STANDING AT DEMONSTRATION SITE WHILE HELICOPTER REFUELED. HEAT AND HUMIDITY OF LATE MORNING MADE GUESTS RESTLESS DURING DEMONSTRATION FLIGHTS.

3. AUDIO-VISUAL PRESENTATION OF HIGH QUALITY, NARRATED BY HIGHLY COMPETENT, BILINGUAL SIKORSKY ENGINEER MADE THIS PHASE OF PROMOTION A SUCCESS.

4. PROMOTION MAY HAVE ATTRACTED MORE OBSERVERS AND
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BEEN LESS TIRING AND TIME-CONSUMING AND CONSEQUENTLY

MORE SUCCESSFUL HAD THE GRAPHICS "SHOW AND TELL" PRECEDED THE DEMONSTRATIONS AND HAD THE PROGRAM BEEN REDUCED IN LENGTH AND TEMPO ACCELERATED.

5. LOCAL REP WILL NEED TO KEEP ABREAST OF MAJOR PROJECTS AND PERIODICALLY CALL ON DEVELOPMENT AND AIR FORCE OFFICERS TO ENHANCE SALES PROSPECTS. ALTHOUGH INDIVIDUAL AGENCIES MAY NOT BE ABLE FULLY TO EMPLOY SUBJECT HELICOPTER, POOL ARRANGEMENT MIGHT BE FEASIBLE WHEN AND IF PIPELINE, COPPER, NEW HYDRO-ELECTRIC AND PORT PROJECTS INITIATED.

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